**USEITI Communications Plan –
through 1ˢᵗ USEITI report Dissemination**

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Background

The U. S. candidacy application for EITI was accepted on March 19, 2014. As a result, the Multi-Stakeholder Group (MSG) is now in the process of meeting the criteria to achieve "Compliant Status." These criteria include selection of an independent third-party reconciler (with the Department of Interior) and preparation of the first U.S. report, scheduled for December, 2015. An integral part of the process is public outreach to encourage industry involvement in the USEITI process, encourage the states and U.S. tribal governments to participate in the process, keep Congress informed on U.S. implementation efforts and educate all stakeholders about the benefits of U.S. implementation of EITI.

The following provides a communication plan to support USEITI and continue to build awareness of EITI efforts in the United States. This is a living document that will be amended as per MSG direction.

December 2015 Communications Goal

Achieve a concrete demonstration of a new level of transparency in the United States regarding extractive industries' revenues that is credible, substantive, easily understood, engages the public, increases collaboration across sectors, enhances international credibility, and further understanding of extractives industries in the United States

Key Purposes of USEITI Communications

- Increase public awareness of the USEITI and its benefits
- Update stakeholders on status of USEITI
- Notify stakeholders of upcoming events
- Build credibility for the USEITI process and its products
- Garner or increase support for USEITI by stakeholders
- Highlight industry's contributions to the economy at the federal, state, and local level
- Encourage voluntary compliance by relevant corporations with the USEITI process
- Encourage engagement and involvement in USEITI by subnational entities, such as states and tribes
- Request meetings or briefings

Key Audiences for USEITI Communications

- Reporting companies
- Payor companies
- Congress
- News media/trade press
- The general public
- Non-profit organizations
- Academics
- State governments
- Local governments
- Tribal governments and native groups
- The extractive industry in general

Key Messages for USEITI Communications

In developing and delivering communications materials, the USEITI MSG will consistently incorporate the following messages:

- EITI is an international transparency standard in which a growing number of countries are participating
- Key USEITI milestones, deadlines, and next steps
- Opportunities for public/stakeholder engagement in US
- The benefits of USEITI to stakeholders in the United States (as described below)

Methods of Communication

In implementing this plan, the USEITI Multi-Stakeholder Group will use several methods of communication, including, but not limited to, the following:

- Letters (one sector, multi-sector, Multi-Stakeholder Group)
- Fact sheets
    - General Information
    - Specific to audience, sector, or topic
- Press releases (one sector, multi-sector, Multi-Stakeholder Group)
- Press conference
- Notice in Federal Register
- Briefings
- Personal outreach
- Meetings
    - Public meetings
    - Focus groups or targeted meetings for sectors, constituents, or stakeholders
    - Charettes or workgroups
    - Other
- Team visit to specific stakeholder (e.g., state or tribe)

- Presentations at meetings or conferences (Universities, Trade Associations, etc.)
- White House Statement
- Websites
    - USEITI
    - MSG member
    - Sector
- Social Media
- Radio interviews

Outreach Materials

The following documents comprise the standard communications package for use in implementing the USEITI Communications Plan, and are available on the USEITI website at http://www.doi.gov/eiti/FACA/comms-subcommittee.cfm:

Document	Status
USEITI Fact Sheet	Complete and on website.
USEITI MSG Members	Complete and on website
Frequently Asked Questions	Complete and on website
List of Benefits	Complete and on website
USEITI Upcoming Milestones	Complete and on website
Description of USEITI Report	Complete and on website
Master Slidedeck	Complete and on website
Link to data portal	Complete
List of companies that will be asked to reconcile data	Proposed: Closer in time to when reconciliation occurs

Communication Actions by Stakeholder Group

Communications to Industry

Action 1	Dear Reporter Letter re Unilateral Disclosure of Company-Level Data	
	Target Audience	All DOI payors
	Purpose	• Inform payors of payor code consolidation and DOI unilateral disclosure of company-level data • Update companies on status of USEITI
	Message	• Key EITI milestones, deadlines, and next steps • Opportunities for public/stakeholder engagement – review payor codes if desired
	Assigned to	ONRR
	Method	Letter - ONRR
	Signatory	ONRR
	Date	Sent June 30, 2014
	Notes	

Action 2	Dear Reconciler Letter	
	Target Audience	All companies that will be asked to reconcile
	Purpose	• Inform companies on USEITI • Identify benefits for industry • Request voluntary participation in reconciliation • Inform on timing (inform that next communication will come from IA)
	Message	• Opportunity to participate in ground breaking transparency initiative
	Assigned to	Communication Subcommittee
	Method	Letter
	Signatory	Secretary of DOI
	Date	November 24, 2014
	Notes	

Action 3	Follow-up to Dear Reconciler Letter	
	Target Audience	Association members of the reconciling companies
	Purpose	• Highlight Dear Reconciler Letter • Inform companies on USEITI • Identify benefits for industry • Inform on timing
	Message	• Opportunity to participate in ground breaking transparency initiativ government in transparency)
	Assigned to	Industry MSG

Method	Letter
Signatory	API, IPAA, NMA
Date	November 25, 2014
Notes	

Action 4 — **Webinar for Companies Receiving Dear Reconciler Letter**

Target Audience	All reconciling companies
Purpose	● Highlight Dear Reconciler Letter ● Inform companies on USEITI ● Identify benefits for industry ● Inform on timing ●
Message	Opportunity to participate in ground breaking transparency initiative (supp government in transparency)
Assigned to	DOI (panelists to include cochairs, Aaron Padilla, and IA)
Method	Webinar
Date	March 10, 2015, Houston, TX. March 18, 2015, Denver, CO.

Action 5 — **Follow-up to Dear Reconciler Letter and Webinar**

Target Audience	All reconciling companies
Purpose	● Reference Dear Reconciler Letter ● Inform companies on how to reconcile ● Inform on timing
Message	● Efforts to reduce duplicity
Assigned to	IA
Method	individual communications (including template)
Signatory	IA
Date	March 2015
Notes	

Action 6 — **Outreach to Business Social Roundtable**

Target Audience	Business Leaders
Purpose	● Introduce EITI, Obtain feedback
Message	● EITI is an international transparency standard in which a growing number of countries are participating ● Key EITI milestones, deadlines, next steps ● What stakeholders could/should do to participate in EITI
Assigned to	?
Method	Letters, presentations?
Signatory	
Date	2015
Notes	

Action 7	**USEITI Report Communication**	
	Target Audience	All extractive industries operating in USA
	Purpose	● Inform companies on USEITI Report ● Identify benefits for industry ● Inform on timing of release and about next steps
	Message	● Success is releasing first report ● Opportunities for improvement
	Assigned to	DOI/White House
	Method	Letter/press release including communication package
	Signatory	Secretary of DOI/The White House
	Date	TBD
	Notes	

Action 8	**Follow-up to USEITI Report Communication**	
	Target Audience	All Industry Association members
	Purpose	● Inform companies on USEITI Report ● Identify benefits for industry ● Inform on timing of release and about next steps
	Message	● Success is releasing first report ● Opportunities for improvement
	Assigned to	Industry MSG
	Method	Letter (or other appropriate association communication tool)
	Signatory	API, IPAA, NMA
	Date	TBD
	Notes	

Action 9	**Ongoing Communication Campaign**	
	Target Audience	Industry
	Purpose	● Increase industry awareness of the EITI and its benefits ● Update stakeholders on status of USEITI ● Notify stakeholders of upcoming events ● Build credibility for the USEITI process and its products
	Message	● EITI is an international transparency standard in which a growing number of countries are participating ● Key USEITI milestones, deadlines, and next steps ● Opportunities for public/stakeholder engagement
	Assigned to Point person	Outreach Subcommittee
	Method	Regular emails to listserve, twitter, website postings, press releases
	Signatory	N/A
	Date	Ongoing

	Notes	Create various listserves through USEITI email account

Communications to Tribes

Action 1	**Dear Tribal Leader Letter**	
	Target Audience	Tribal Governments USEITI Tribal Contact List
	Purpose	● Inform Tribes on USEITI ● Identify benefits for tribes ● Request voluntary participation in reconciliation ● Inform on timing
	Message	● EITI is an international transparency standard in which a growing number of countries are participating ● Key EITI milestones, deadlines, next steps ● What stakeholders could/should do to participate in EITI
	Assigned to	State/Tribal Subcommittee
	Method	Letter - ONRR
	Signatory	ONRR
	Date	Sent to BIA and RDs July 18, 2014
	Notes	Previous letters: February 26, 2012; May 21, 2012; July 27, 2012; February 1, 2013

Action 2	**Letters to Specific Tribal Leaders**	
	Target Audience	Governments of 35 Tribes with Extractive
	Purpose	● Introduce EITI, Obtain Tribal feedback
	Message	● EITI is an international transparency standard in which a growing number of countries are participating ● Key EITI milestones, deadlines, next steps ● What stakeholders could/should do to participate in EITI
	Assigned to	State/Tribal Subcommittee
	Method	Letters to chairs of Tribes with extractive industries, seeking POC, meetings, consultation?
	Signatory	Secretary of the Interior
	Date	First quarter 2015
	Notes	To be consistent with communications with State Governors

Action 3	**Subcommittee Meets in Field with Tribes/States**	
	Target Audience	Tribes with Extractive Revenue
	Purpose	● Introduce EITI, Obtain Tribal feedback
	Message	● EITI is an international transparency standard in which a growing number of countries are participating ● Key EITI milestones, deadlines, next steps ● What stakeholders could/should do to participate in EITI
	Assigned to	State/Tribal Subcommittee
	Method	Face to face meeting
	Signatory	N/A

	Date	Winter/Spring 2015
	Notes	

	Tribal Consultation	
Action 4		
	Target audience	Tribes with extractive revenue
	Purpose	Obtain Tribal input on Tribal opt-in process and USEITI
	Message	• EITI is an international transparency standard in which a growing number of countries are participating • Key EITI milestones, deadlines, next steps • What stakeholders could/should do to participate in EITI
	Assigned to	State/Tribal Subcommittee
	Method	Face-to-face meeting/consultation
	Signatory	
	Date	Spring/summer 2015
	Notes	

	Brief Tribal Attorneys	
Action 5		
	Target audience	Attorneys who represent Tribes with extractive revenues
	Purpose	• Inform Tribes on USEITI • Identify benefits for tribes • Request voluntary participation in reconciliation • Inform on timing
	Message	USEITI wants to understand Tribal positions on USEITI USEITI wants to design Tribal opt-in process with tribal input
	Assigned to	Tribal workgroup
	Method	Face-to-face meeting/phone calls
	Signatory	
	Date	Spring/summer 2015
	Notes	NCAI General Counsel – Nov 2014

	Ongoing Communication Campaign	
Action 6		
	Target Audience	Tribal leaders and communities
	Purpose	• Increase Tribal awareness of the EITI and its benefits • Update stakeholders on status of USEITI • Notify stakeholders of upcoming events • Build credibility for the USEITI process and its products
	Message	• EITI is an international transparency standard in which a growing number of countries are participating • Key USEITI milestones, deadlines, and next steps • Opportunities for public/stakeholder engagement
	Assigned to Point person	Tribal Work Group
	Method	Regular emails to listserve, twitter, website postings, press

		releases
	Signatory	N/A
	Date	Ongoing
	Notes	Create various listserves through USEITI email account. Partially done. Target date, April 30

Action 7	**Tribal Powwows and Allottee Meetings**	
	Target Audience	Tribal leaders and communities
	Purpose	- Increase Tribal awareness of the EITI and its benefits - Update stakeholders on status of USEITI - Notify stakeholders of upcoming events - Build credibility for the USEITI process and its products
	Message	- EITI is an international transparency standard in which a growing number of countries are participating - Key USEITI milestones, deadlines, and next steps - Opportunities for public/stakeholder engagement
	Assigned to Point person	ONN Tribal Group
	Method	Hand out EITI literature at information sessions with allottees and at powwows
	Signatory	N/A
	Date	Ongoing
	Notes	

Communications to General Public

Action 1	General USEITI Communication		
	Target Audience	General public	
	Purpose	• Increase public awareness of the EITI and its benefits • Update stakeholders on status of USEITI • Notify stakeholders of upcoming events • Build credibility for the USEITI process and its products	
	Message	• EITI is an international transparency standard in which a growing number of countries are participating • Key USEITI milestones, deadlines, and next steps • Opportunities for public/stakeholder engagement	
	Assigned to	EITI Secretariat	
	Method	• Press release • Regular emails to listserve, website postings, Social Media such as Facebook and Twitter • Fed Reg Notice	
	Signatory	ONRR	
	Date	ongoing	
	Notes	Federal Register Notices 2014: March 11, July 8, July 14 2013: January 30, March 27, April 26, May 29, August 19, September 18, October 1, October 29 2012: February 24, March 8, May 3, May 21, May 25, July 11, July 27, August 23, September 28	Press Releases There are many. Recommend we create separate document or appendix listing all communications since the inception of USEITI March 19, 2014 (Accepted as Candidate Country)

Action 2	USEITI DOI Online Pilot and ONRR Unilateral Disclosure Communication	
	Target Audience	All stakeholder groups including the General public
	Purpose	• Highlight increased transparency and public access • Identify benefits of transparency • Inform on timing of release and about next steps
	Message	• Success is releasing the Online Data and being able to provide reliable Unilateral Disclosure • Opportunities for improvement
	Assigned to	DOI

Point person	
Method	Letter/press release including communication package
Signatory	DOI
Date	December 11, 2014
Notes	

Action 3	**Webinar for all Stakeholders**		
	Target audience	All stakeholders	
	Purpose	- Increase public awareness of the EITI and its benefits - Update stakeholders on status of USEITI - Notify stakeholders of upcoming events - Build credibility for the USEITI process and its products	
	Message	- EITI is an international transparency standard in which a growing number of countries are participating - Key USEITI milestones, deadlines, and next steps - Opportunities for public/stakeholder engagement	
	Assigned to	Communication Subcommittee	
	Point Person		
	Method	Webinar	
	Date	TBD	
	Notes		

Action 4	**USEITI Report Communication**	
	Target Audience	All stakeholder groups including the General public
	Purpose	- Highlight increased transparency and public access Identify benefits of transparency - Inform on timing of release and about next steps
	Message	- Success is releasing first report - Opportunities for improvement
	Assigned to	Communication Subcommittee/DOI
	Point person	
	Method	Letter/press release including communication package
	Signatory	Secretary of DOI/ White House
	Date	TBD
	Notes	

Communications to States

Action 1	**Dear Governors Letter**	
	Target Audience	Governor's Office in 18 selected states: Alaska, Arizona, California, Colorado, Illinois, Kentucky, Louisiana, Minnesota, Montana, New Mexico, Nevada, North Dakota, Oklahoma, Pennsylvania, Texas, Utah, West Virginia and Wyoming.
	Purpose	● Update states on status of USEITI ● Build credibility for the USEITI process and its products ● Encourage engagement and involvement in EITI
	Message	● EITI is an international transparency standard in which a growing number of countries are participating ● What states could/should do to participate in EITI ● The benefits of EITI to states
	Assigned to	State and Tribal Opt-In
	Point person	Jerry Gidner
	Method	Letter including communication package
	Signatory	DOI Secretary Jewell
	Date	October 3, 2014
	Notes	

Action 2	**Follow up to Dear Governors Letter - Meeting requests**			
		State	**MSG Contact**	**State Contact**
	Target Audience	1. Alaska	V. Slajer/Greg	Ed Fogles
		2. Colorado*	Conrad	Robert Randall
		3. Kentucky*	??	Steve Hohmann
		4. Montana*	??	Van Charlton
		5. Nevada	??	Rich Perry
		6. New Mexico	Nick Kotts	Demesia Padilla
		7. North Dakota	??	R. Rauschenberge

	*=response to Governors letter **List is smaller than 18 to focus on specific States	8. Oklahoma 9. Pennsylvania* 10. Texas - 11. West Virginia 12. Wyoming	?? ?? ?? ?? Mike Matthews	Mark Hudson Dawn Cash Dan Hassel Mike Reissig John Doyle Rick Scheer

Purpose	• Highlight Dear Governors Letter • Update states on status of USEITI • Encourage engagement and involvement in EITI states • Build credibility for the USEITI process and its products
Message	• EITI is an international transparency standard in which a growing number of countries are participating • Key EITI milestones, deadlines, and next steps • What states could/should do to participate in EITI • The benefits of EITI to states
Assigned to	State and Tribal Opt-In and individuals identified above
Point person	Greg Conrad/Ryan Ellis
Method	Email/phone call.
Signatory	
Date	March 2015
Notes	

Action 3	Distribute Materials to Hall of States	
	Target Audience	State DC Representatives
	Purpose	Introduction to USEITI
	Message	
	Assigned to	Communications Subcommittee
	Point Person	Anita Gonzalez, USEITI program office
	Method	
	Date	March/April 2015
	Notes	

Action 4	**Resend letters to States with new Governors - Meeting requests (18 target states)**	
	Target Audience	Alaska, Arizona, California, Colorado, Illinois, Kentucky, Louisiana, Minnesota, Montana, New Mexico, Nevada, North

			Dakota, Oklahoma, <mark>Pennsylvania</mark>, <mark>Texas</mark>, Utah, West Virginia and Wyoming.
	Purpose		• Inform Governors of USEITI Report • Identify benefits of transparency • Inform on timing of release and about next steps • Encourage opt-in
	Message		• EITI is an international transparency standard in which a growing number of countries are participating • Key EITI milestones, deadlines, and next steps • What states could/should do to participate in EITI • The benefits of EITI to states
	Assigned to Point Person	DOI	
	Method	Letters	
	Signatory	Secretary of DOI	
	Date	Winter 2015	
	Notes	<mark>Highlighted states had a change in Governor following midterm elections</mark> **Should we resend letters to governors that were reelected? Use State Yellow Book for reference.** **Cc Governor letters to state delegations**	

Action 5	Communicate with all states listed on ONRR revenue distribution list	
	Target Audience	States on ONRR Distribution List
	Purpose	• Increase awareness of the EITI and its benefits • Build credibility for the USEITI process and its products • Share online data portal as a new innovation in transparency
	Message	• EITI is an international transparency standard in which a growing number of countries are participating • Key USEITI milestones, deadlines, and next steps • Opportunities for State engagement
	Assigned to Point Person Method	
	Notes	

Action 6	Outreach Campaign to Governors Associations	
	Target Audience	• <mark style="background-color:#00ff00">National Governors Association</mark>, Western Governors Association, National Lieutenant Governors Association, Hall of States • Share online data portal as a new innovation in transparency and a potential model for other countries

Purpose	- Inform Governors of USEITI Report and data portal - Identify benefits of transparency - Inform on timing of release and about next steps - Encourage opt-in	
Message	Federal data is being made available	
Assigned to	DOI:	
Point Person	?	
Method	Cover letter with outreach package, copies for states, briefings	
Signatory	?	
Date	2015	
Notes	Mike Matthews and Jerry Gidner had telephone call with Chris Scolari of WGA in November 2014 Anita – draft cover letter	

Action 7	**First USEITI Report Communication - Meeting requests (18 target states)**	
	Target Audience	Alaska, Arizona, California, Colorado, Illinois, Kentucky, Louisiana, Minnesota, Montana, New Mexico, Nevada, North Dakota, Oklahoma, Pennsylvania, Texas, Utah, West Virginia and Wyoming.
	Purpose	- Inform Governors of USEITI Report - Identify benefits of transparency - Inform on timing of release and about next steps - Encourage opt-in
	Message	- Success is releasing first report - Opportunities for improvement
	Assigned to Point Person	DOI
	Method	Letters/ phone calls?
	Signatory	
	Date	After first USEITI report dissemination
	Notes	

Action 8	**Ongoing Communication Campaign**	
	Target Audience	State leaders
	Purpose	- Increase state awareness of the EITI and its benefits - Update stakeholders on status of USEITI - Notify stakeholders of upcoming events - Build credibility for the USEITI process and its products
	Message	- EITI is an international transparency standard in which a growing number of countries are participating - Key USEITI milestones, deadlines, and next steps - Opportunities for public/stakeholder engagement
	Assigned to Point person	Outreach Subcommittee

	Method	Regular emails to listserve, twitter, website postings, press releases
	Signatory	N/A
	Date	Ongoing
	Notes	Create various listserves through USEITI email account

Communications to Others

Action 1	Target Audience	International Monetary Fund – Fiscal Transparency Initiative
	Purpose	• Update IMF on status of USEITI and next steps • Build credibility for the USEITI process and its products • Share online data portal as a new innovation in transparency and a potential model for other countries
	Message	• EITI is an international transparency standard in which a growing number of countries are participating • The benefits of EITI
	Assigned to Point Person	CoChairs.
	Method	In person briefings
	Signatory	
	Date	2015
	Notes	IMF Contact: Phillip Daniel

Action 2	Target Audience	World Bank /Trust Fund
	Purpose	• Update states on status of USEITI and next steps • Build credibility for the USEITI process and its products • Share online data portal as a new innovation in transparency and a potential model for other countries
	Message	• EITI is an international transparency standard in which a growing number of countries are participating • The benefits of EITI
	Assigned to Point Person	CoChairs
	Method	In person briefings
	Signatory	
	Date	2015
	Notes	World Bank contacts: Paolo de Sa, Chris Sheldon

Action 3	**Department of State**	
	Target Audience	Department of State (Which parts?)
	Purpose	• Increase awareness of the EITI and its benefits • Build credibility for the USEITI process and its products • Share online data portal as a new innovation in transparency and a potential model for other countries
	Message	• EITI is an international transparency standard in which a growing number of countries are participating • Key USEITI milestones, deadlines, and next steps • Opportunities for public/stakeholder engagement
	Assigned to	CoChairs

	Point person	
	Method	In person briefings
	Signatory	N/A
	Date	Ongoing
	Notes	**Other international groups to add – Gidner emailed Haley Rice about it.**

Action 4	International EITI Board and Secretariat	
	Target Audience	International EITI Board and Secretariat
	Purpose	● Inform EITI of USEITI progress
	Message	● US is a leader in EITI implementation
	Assigned to	Co-Chairs
	Point Person	?
	Method	Phone calls, letters
	Date	Ongoing
	Notes	

Action 5	Open Government Partnership	
	Target Audience	Open Government Partnership
	Purpose	● Update on EITI progress
	Message	● EITI remains critical component of Open Government Partnership
	Assigned to	Communication Subcommittee
	Point Person	? Ask Paul Mussenden for advice/POC with OGP
	Date	TBD
	Notes	

Action 6	**Ongoing Communication Campaign**	
	Target Audience	Others
	Purpose	● Increase awareness of the EITI and its benefits ● Update stakeholders on status of USEITI ● Notify stakeholders of upcoming events ● Build credibility for the USEITI process and its products
	Message	● EITI is an international transparency standard in which a growing number of countries are participating ● Key USEITI milestones, deadlines, and next steps ● Opportunities for public/stakeholder engagement
	Assigned to	Outreach Subcommittee
	Point person	
	Method	Regular emails to listserve, twitter, website postings, press releases
	Signatory	N/A
	Date	Ongoing

	Notes	Create various listserves through USEITI email account

Communications to Congress

Action 1		
Target Audience	House Natural Resources Committee	
Purpose	● Update states on status of USEITI ● Build credibility for the USEITI process and its products	
Message	● EITI is an international transparency standard in which a growing number of countries are participating ● The benefits of EITI	
Assigned to Point Person	CoChairs	
Method	In person briefings	
Signatory		
Date	February 13, 2014	
Notes		

Action 2		
Target Audience	Senate Committee on Energy and Natural Resources	
Purpose	● Update states on status of USEITI ● Build credibility for the USEITI process and its products	
Message	● Update states on status of USEITI ● Build credibility for the USEITI process and its products	
Assigned to Point Person	CoChairs	
Method	In person briefings	
Signatory		
Date	March/April 2014	
Notes		

Action 3		
Target Audience	Congressional Research Service	
Purpose	● Update states on status of USEITI ● Build credibility for the USEITI process and its products	
Message	● Update states on status of USEITI ● Build credibility for the USEITI process and its products	
Assigned to Point Person	CoChairs	
Method	In person briefings	
Signatory		
Date	March 10, 2014	
Notes		

Action 4	Target Audience	114th Congress and specific Committees (to be identified)
	Purpose	● Update states on status of USEITI ● Build credibility for the USEITI process and its products
	Message	● Update states on status of USEITI ● Build credibility for the USEITI process and its products
	Assigned to Point Person	CoChairs, Secretariat
	Method	Information packets for Committee staff In person briefings for Committee staff and members Briefings for delegations of top states
	Signatory	
	Date	Summer/Fall 2015
	Notes	Packets delivered March/April 2015

Communications to Academia

Action 1	Ongoing Communication Campaign	
	Target Audience	Public Policy and Natural Resources Policy University Programs
	Purpose	● Increase public awareness of the EITI and its benefits ● Update stakeholders on status of USEITI ● Notify stakeholders of upcoming events ● Build credibility for the USEITI process and its products ● Data from data portal is available for analysis
	Message	● EITI is an international transparency standard in which a growing number of countries are participating ● Key USEITI milestones, deadlines, and next steps ● Opportunities for public/stakeholder engagement
	Assigned to	Outreach Subcommittee/Judy Wilson
	Point person	TBD
	Method	Regular emails to listserve, twitter, website postings, press releases, academic associations
	Signatory	
	Date	Ongoing
	Notes	Create academic listserve through USEITI email account Need list of academic associations Need to add to list of programs in USEITI contact list

Conferences

2014

Month & Stakeholder group	Conference Title	Conference Contact Person	MSG Member Participating
October			
Tribal	● Ute Tribe Energy Conference & Expo (October 14 – 15, Denver, CO)		Greg Gould, Attending
Government	● Interstate Mining Compact Conference (October 16 -17, Washington, DC)		Paul Mussenden, Participating
Government	● Interstate Oil and Gas Compact Conference (October 20, Columbus, Ohio)		Greg Gould, Participating
November			
Government Tribal	● STRAC (November 5 – 6, Albuquerque, NM)		Greg Gould, Danielle Brian, Participating

2015

Month & Stakeholder Group	Conference Title	Conference Contact Person	MSG Member Participating
TBD			
Government	● EIA Conference (TBD, Washington, DC)		Have inquired about participating
January			
February			
March			
Government/ CSO	Sunshine Week (March 18, DC)		Veronika Kohler, Daniele Brian, Judy Wilson
April			
Industry	● CERAWeek (April 20-24, Houston, TX)		
Industry	● Responsible Extractives Summit -		Greg G, Veronika

 	Ethical Corporation Conference (April 30 – May 1, Houston, TX)		K, Danielle B?
Tribal	● Tribal Self Governance Annual Consultation Conference (Apr 26 - 30, Reno, NV)	www.tribalselfgov.org	
May			
State	● IOGCC Annual Business Meeting (May 18 – 20, Salt Lake City, UT)		
June			
All?	● International Economic Development Council – 2015 Spring Conference (June 7 - 9, Madison WI)	http://www.iedconline.org	
Tribal	● National Center for American Indian Economic Development – Reservation Economic Summit (RES) 2015 (June 15 - 17, Washington, DC)	http://www.ncaied.org/	
Tribal	● NCAI Mid Year Conference (June 28 – July 1, St. Paul, Minnesota)		
July			
Tribal	DOI Self-Governance Advisory Committee (July 22 - 23, Washington, DC)	www.tribalselfgov.org	
September			
State	● IOGCC Annual Conference (Sept. 28 – 30, Oklahoma City, OK)		
October			
All	● International Economic Development Council – 2015 Annual Meeting (Oct 4 – 7, Anchorage, AK)		
Tribal	● NCAI Mid-year conference (Oct. 18 – 23, San Diego, CA)		
Tribal	● Alaska Federation of Natives (AFN) – Annual convention (Oct 15 – 17, Anchorage, AK)		
Tribal	● National Congress of American Indians (NCAI) – 72nd Annual Convention (Oct 18 – 23, San Diego, CA)		

2016			
Month & Stakeholder Group	**Conference**	**Conference Contact Person**	**MSG Member Participating**
January			
All?	● International Economic Development Council – 2016 Leadership Summit (Jan 14 – 16, New Orleans, LA)	http://www.iedconline.org	
February			
Tribal	● NCAI 2016 Executive Council Session (Feb 22 – 24, Washington, DC)		
March			
Tribal	● National Center for American Indian Economic Development – Reservation Economic Summit (RES) 2016 (March 21 – 24, Las Vegas	http://www.ncaied.org/	
April			
All?	● International Economic Development Council – 2016 Federal Forum (Apr 3 – 5, Arlington, VA)	http://www.iedconline.org	
June			
All?	● International Economic Development Council – Future Economic Forum (June 12 - 14, Tulsa, OK)		
September			
All?	● International Economic Development Council – 2016 Annual Conference (Sept 25 – 28, Cleveland, OH)		